



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

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02-C -1411

August 19, 2002

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900  
55 Trinity Avenue, SW  
Atlanta, Georgia 30335

**RE: Appointment to the People TV Board**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Adrian Roberson** to serve as a member of the **People TV Board** for the City of Atlanta. This appointment is for a **term of three (3) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Roberson will serve the People TV Board and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

## **ADRIAN ROBERSON**

2705 Benjamin E. Mays Dr., SW Atlanta, Georgia 30311, 404.755.0330

**Summary:** Uniquely qualified, results-oriented marketing, creative development, and production professional with a record of achievement in all phases of client services, strategic planning and organizational development.

### **EXPERIENCE:**

#### **Turner Network Television – Marketing & Programming** 7/00 - Present

Project Manager

Primarily responsible for developing marketing campaigns for TNT including print advertising, consumer & trade promotion; coordinate with corporate Sales group (TNS) on various initiatives to support branding initiatives for the Network.

- ❖ Develop and implement marketing campaigns for sports properties: Wimbledon, NBA, PGA, and Figure Skating (ISU Events and Champions On Ice)
- ❖ Compose copy for various key marketing components involving properties: on-air promotions, radio spots, TAP Kit, Offline features & highlights, online website, sweepstakes, etc.
- ❖ Execute plans to build brand awareness among targeted consumer groups and drive economic value for TNT with cable operators and advertisers by creating (LAS) Local Ad Sales campaigns, promotions, and online extensions to activate sports properties
- ❖ Manage agency production process for creative materials and collaterals for assigned properties in coordination with print production and established timelines
- ❖ Maintain budgets (approx. 250k – 1m) and ensure assigned properties meet guidelines and contractual obligations of each Rights Holder
- ❖ Reporting & Chronicling: Compose monthly status reports and post event analysis to measure results of properties

#### **Turner Network Television – Program Production**

6/97 – 6/00

Associate Manager, Non Fiction Development

Managed the creative development of non-fiction projects for the network. Worked with the Executive Producer/Vice President of the department to develop and implement program and production guidelines for projects.

- ❖ Managed creative approval process and worked closely with Executive Producer to meet creative and strategic objectives of long form project development based on the network's brand needs
- ❖ Approved creative content in conjunction with network strategies and worked with internal creative departments (Creative Svcs., Marketing, PR, Programming, & Research) on project development. Also, worked closely with marketing and sales to pinpoint potential tie in sponsorship opportunities
- ❖ Selected and managed program content submissions for the National Cinema Network project
- ❖ Composed correspondence and answered queries regarding TNT projects and production guidelines to internal and external constituencies, determined which projects were entered into film festivals in an effort to increase the presence of TNT documentaries, and was responsible for trafficking production deliverables i.e. treatments, production schedules, and synopsis
- ❖ Maintained relationships with publishers and literary agencies; made queries on titles to propose potential acquisitions for non fiction development
- ❖ Performed Associate Producer duties: research, composed scripts, and produced BTS and interstitials

#### **Turner Entertainment Group – Finance & Acquisitions**

11/95 - 6/97

Finance Assistant

Provided administrative assistance to Vice President of Finance & Acquisitions.

- ❖ Tracked and maintained departmental & capital budget, processed expense reports and invoices
- ❖ Compiled financial data and research for special projects such as the selling of Turner Publishing
- ❖ Reviewed business proposals and made recommendations for financial acquisitions for entertainment networks

**ADRIAN ROBERSON**

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**Kaleidoscope, Inc.**

5/93 - 6/95

Special Events Sr. Coordinator

Managed and executed promotional initiatives for clients ranging from Fortune 500 companies such as The Coca-Cola Company and the Georgia Lottery to small, sole proprietorships.

- ❖ Provided a full range of "presence support" plans for clients to increase product volume
- ❖ Set up promotionals & marketed products to the public on a continual basis
- ❖ Provided destination management for sponsorship events and marketing programs to assist in increasing brand preference

**Education:** 1992 - Spelman College, B.A. English

**Computer & Technical Skills:**

MS Word, Excel, PowerPoint

Cameras/Graphics: 16 mm, video, digital video, high eight, and chyron machine

**Affiliations:** NATAS, WITC, Hands On Atlanta